

ABSTRACT

A method and a communication system for interactive distribution of information such as advertising over a computer network is described. The system includes a first computer, an information server, containing the information to be distributed, and any number of second computers arranged to display said information as well as transmitting information such as requests for further information back to the information server. All the computers are preferably connected to the same computer network. The information in the Information server is arranged according to an information tree structure, such that when a first message is displayed on the information client, the user will be able to choose from a number of requests for further information, and when these further messages are presented, the user is again given such a choice, thus creating a dialogue involving the user. In a particular embodiment of the system, the messages are multimedia messages such as images, animated computer graphics and sound. In a preferred embodiment of this multimedia version, the text message from the information server is sent through a text to speech converter which converts the text to a string of phonemes, diphones or some other representation of speech and forwards this to the information client which in this particular embodiment includes a speech synthesizer and possibly a computer graphics program generating a "talking head".